

Steven Davey, Chair  
John Haven, RIA, ASLA, Vice Chair  
Paul J. Corey  
Mollie Moran, AIA  
Bryce Gibson

Richard J. McCarthy, Jr.  
Director of Planning  
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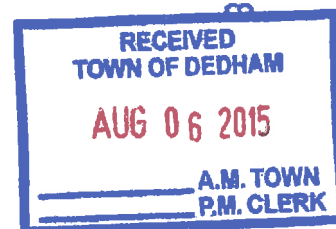
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## TOWN OF DEDHAM COMMONWEALTH OF MASSACHUSETTS

### DESIGN REVIEW ADVISORY BOARD MINUTES Wednesday, July 1, 2015, 7 p.m., Lower Conference Room

2015 AUG - 6 PM 3: 28

**Present:** Steven Davey, Chair  
Paul J. Corey  
Mollie Moran, AIA  
Bryce Gibson  
Richard J. McCarthy, Jr., Planning Director



Mr. Davey called the meeting to order at 7:05 p.m. The plans, documents, studies, etc. referred to are incorporated as part of the public record and are on file in the Planning and Zoning office. Mr. Haven was not present for this meeting. Mr. Haven was not present for this meeting. It was difficult to hear portions of the meeting because people were talking all at once.

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<b>Applicant:</b>	<b>Stop and Shop</b>
<b>Project Address:</b>	<b>180 Providence Highway, Dedham, MA</b>
<b>Property Owner/Address:</b>	Stop and Shop, c/o Ahold USA, 1385 Hancock Street, Quincy, MA 02169
<b>Case #:</b>	<b>DRAB-06-15-1978</b>
<b>Zoning District:</b>	Highway Business
<b>Date of Application:</b>	June 9, 2015
<b>Materials Submitted:</b>	<ul style="list-style-type: none"><li>• DRAB application</li><li>• Letter of permission from Brian Daley, Manager of Architecture and Engineering, Ahold USA, 1385 Hancock Street, Quincy, MA 02169</li><li>• Existing and Proposed renderings of new signage</li></ul>

Mr. McCarthy presented this application for replacement of the existing wall sign "Flavorful Meat" with a new sign that says "Beer and Wine." The sign would be 14 inches high, 8'1" long, 2" in depth, and have a sign area of ten feet. It will be internally illuminated with LED.

Mr. Corey made a motion to approve the application as presented, seconded by Ms. Moran. The vote was unanimous at 4-0.

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**Applicant:** Speedway  
**Project Address:** 367 Bridge Street, Dedham, MA  
**Property Owner/Address:** Speedway/Hess, One Hess Plaza, Woodbridge, NJ 07095  
**Case #:** DRAB-06-15-1979  
**Zoning District:** General Business  
**Date of Application:** June 16, 2015  
**Materials Submitted:**

- DRAB application
- Letter from Heather Dudko, Agent for Philadelphia Sign Company, 2 Phoebe Way, Worcester, MA 01605
- Samples of material to be used
- Letter of permission from H.A. Lautenbacher, Speedway, LLC, One Hess Plaza, Woodbridge, NJ 07095
- Photograph of existing conditions
- Plan of sign placement
- Rendering of proposed signage
- Specifications for proposed signage

**Representative:** Heather Dudko

Ms. Dudko said Hess is rebranding itself as "Speedway," and will be replacing all the signs accordingly. The price board will remain manual. The top panel will be refaced, and the bottom panel will be replaced with a manual board. There will be no structural change. There are two boxes within the canopy that will be refaced at the same size. The wall sign will be replaced with a small badge. It will be going from 55 square feet to 6 square foot. Mr. Corey made a motion to approve as presented, seconded by Ms. Moran. The vote was unanimous at 4-0.

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**Applicant:** K & G Fashion Superstore  
**Project Address:** 5 Stergis Way, Dedham, MA  
**Property Owner/Address:** SIP Trust, 80 Boxford Road, Rowley, MA 01969-2420  
**Case #:** DRAB-06-15-1988  
**Zoning District:** Highway Business  
**Date of Application:** June 22, 2015  
**Materials Submitted:**

- DRAB application
- Letter of permission from Helen S. Bryant, Trustee, SIP Trust
- Petition letter from AdArt, 700 Parker Square, Suite 205, Flower Mound, TX 75028
- Photographs of existing conditions
- Renderings and specifications for proposed signage

**Representative**

- Robert Lanigan, Bob's Sign Service Inc., 87 Fay Road, Framingham, MA 01702
- Chuck Kennedy, Project Manager, Men's Wearhouse
- Curtis Bryant, SIP Trust, 80 Boxford Road, Rowley, MA 01969-2420

Mr. McCarthy said that the Applicant needs to go through site plan review with the Planning Board for change of use. They are presently in Westwood, but will be moving because the landlord will be changing the site. They will be working on architectural changes to the building as well, so they will need to return to DRAB. They are here for DRAB review of signage, one of which will need a waiver from the Zoning Board of Appeals for location above the roofline. Mr. Lanigan said that there is a monument sign, and they will be adding the name to that. The garage door in the front and back of the building will be replaced with 3' x 7' doors, providing two doors for entrance and exit.

Mr. Davey commented that the graphics are all on the bottom of in the sign band. He thought it would be more balanced if "Fashion Superstore" was raised and centered top to bottom. The background will remain red. Ms. Moran said it would read better if it was raised and centered. Mr. Corey asked what the letters will be made of. Mr. Lanigan said they would be aluminum cans with plastic faces. They will be LED lit.

Ms. Moran made a motion to approve the signage application as presented with the suggestion that "Fashion Superstore" raised to align with the ampersand centered on the sign band in both locations. Mr. Corey seconded the motion. The vote was unanimous at 4-0. The Applicant will return in the future with architectural changes.

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**Applicant:****Project Address:****Property Owner/Address:****Case #:****Zoning District:****Date of Application:****Materials Submitted:****Pearl Realty Associates, LLC****688 Providence Highway, Dedham, MA**

Pearl Realty Associates, LLC, 36 Washington Street, Suite 340, Wellesley Hills, MA 02481

**DRAB-06-15-1983**

Highway Business

June 17, 2015

- DRAB application
- Letter of permission from Marla Robinson, Manager, Pearl Realty Associates, LLC
- Petition letter from Russell Baker, Treasurer, Signs By "Russ," Inc., 244 Liberty Street, Suite 9A, Brockton, MA 02301-5561
- Rendering of new sign cabinet
- Photograph of existing sign
- Specifications for new sign

**Representative**

Russell Baker, Signs By "Russ," Inc.

Mr. Baker said the pylon sign at BJ's/Best Buy is deteriorating. He presented photographs and renderings for the proposed new replacement cabinet. The signage will remain the same, and there will be no design changes. Mr. Gibson made a motion to approve the new cabinet as presented, seconded by Ms. Moran. The vote was unanimous at 4-0.

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<b>Applicant:</b>	<b>Lux Nails and Spa</b>
<b>Project Address:</b>	<b>81 Legacy Boulevard, Suite 2, Dedham, MA</b>
<b>Property Owner/Address:</b>	Ronald Priore, 32 Tamarack Road, Westwood, MA 02090
<b>Case #:</b>	<b>DRAB-06-15-1987</b>
<b>Zoning District:</b>	Highway Business
<b>Date of Application:</b>	June 15, 2015
<b>Materials Submitted:</b>	<ul style="list-style-type: none"><li>• DRAB application</li><li>• Rendering of proposed signage</li><li>• Plans prepared by Tuan V. Nguyen, Registered Professional Engineer, T Design, LLC, 1248 Randolph Avenue, Milton, MA 02186</li></ul>

Mr. McCarthy presented this application. Lux Nails and Spa is proposing to go into the space vacated by Sweet Tart, and provided a rendering of its proposed wall signage. The sign will measure 3' high x 124" wide for total area of 32 square feet. The sign will be internally illuminated with LED. The Applicant went to the Planning Board for a scoping session, and will be reducing the number of stations from 70. Mr. Corey asked where customers would park because there is very little parking around the building. Mr. McCarthy said the employees do not drive, but are picked up in a van and brought to the store together. Ms. Moran said people would likely park at Whole Foods, and there is some parking along the side of the building.

Mr. Davey did not think the sign was readable from the road. He said the spacing is poor. The letters are outlined in blue and they are mounted on a blue band on the wall. Ms. Moran agreed. Mr. Corey asked if the rendering made the sign looked blurred. He said the blue shadowing are fine, but the blue band is not. Ms. Moran found that band confusing. Mr. Corey said they may need the raceway for lighting, and suggested that it be painted the color of the building so the sign would be more visible. The Board agreed.

Mr. Corey discussed signage in the windows. He said the Applicant cannot use the windows unless there is approval for whatever is to be put in them. This will be added to the motion. There also can be no neon signs.

Ms. Moran made a motion to approve the sign as presented with the conditions that (1) the raceways be painted to match the building surface, and (2) no other signage, including window signage or awning signage, will be allowed on the building or in the windows or awning unless the Applicant returns to the Design Review Advisory Board. Mr. Corey seconded the motion. The vote was unanimous at 4-0.

## OLD/NEW BUSINESS

**Applicant:** Griffith Properties  
**Project Address:** 480 Sprague Street, Dedham, MA  
**Case #:** DRAB-01-15-1934  
**Zoning District:** LMA

Mr. McCarthy said that the property was purchased by Griffith Properties, a local company; it had previously been owned by a company in California. When the Manor Fields project was coming before the Planning Board for permitting last year, this came at the same time to seek approval of opening up the loading dock area. When the traffic review was done for the Manor Fields, the recommendation was to try to separate the entrance drives for both facilities. If the Manor project goes through, they will do this. They went to the Planning Board to permit shifting the grassy area down and opening up the area for parking, creating better circulation. They will be using the loading bays and actually drive into the building to load and unload. The owners have a potential lease for 60,000 square feet. The permitting will be in phases.

The issue before DRAB is landscaping. None of the tenant mixes now needs expansion of tractor trailer parking. The Applicant is just permitting at this point. Because of this, they are not proposing doing any of the plantings that Mr. Haven discussed. They will infill the existing arborvitae. The rest of the landscaping will be in the future.

Mr. Davey asked what, if anything, DRAB should recommend. Ms. Moran said that Mr. Haven is not present, and he had specific recommendations. The Applicant will not be doing any of this unless (1) they get a tenant and (2) the Manor Fields go in. Mr. Davey explained that he thought the Manor Fields project was going forward. He had recommended landscaping to buffer 18-wheeler trucks going to the bays since there would be a lot of work going into the Manor Fields project. Ms. Moran said that the Board cannot make the owner do anything unless it triggers something since it was there first. Mr. McCarthy said that it is not certain that the Manor Fields project is going to continue due to costs; the estimate for the work is \$10,000,000 to \$12,000,000. He also said that the Parks and Rec is working on a Master Plan at the moment, so he is not sure if the project will move forward. The only thing triggered to the Manor Fields is the relocation of the driveway.

Mr. Corey made a motion to approve the application as presented with the following recommendations:

1. The arborvitae gaps will be filled in.
2. The plans presented at this meeting will be the final plans if in fact the Manor Fields project goes through. Mr. McCarthy said the final plans will include the landscaping not on the present plan.

Mr. Gibson seconded the motion. The vote was unanimous at 4-0.

## Review of Minutes

The minutes from June 3, 2015 were not reviewed because of Mr. Haven's absence.

Mr. Corey made a motion to adjourn, seconded by Ms. Moran. The vote was unanimous at 4-0. The meeting ended at 7:35 p.m.

Respectfully submitted,

  
Steven Davey  
Chairman

/snw